

## What's Your Pickle Online Training

### Now Playing -- Support materials to download

#### Additional Content From The Leader's Guide

### THE KEY PRINCIPLES

The four key principles are:

- ***Connect***: make a personal connection with each of your customers.
- ***Anticipate***: Think about what your customer may need or want before they ask for it.
- ***Delight***: Exceed your customer's expectations.
- ***Inspire***: Inspire yourself and others by doing what it takes to make a difference.

## Connect

- How would you want to be treated if you were a customer in our business?
- How can you relate to your customers one-on-one?
- Who does your customer remind you of (your mom, dad, grandfather, grandmother, brother, sister, friend, etc.)?
- How can you connect person-to-person in your business?
- What opportunities do you have to connect with customers in your business?

## Anticipate

- If anticipate means thinking about what the customer may need next, what does this mean for our business?
- What is the difference between what customers need – their basic expectations of service – and what they might need next?
- How can you stay one step ahead of your customers?
- What opportunities do you have to find out what your customers are going to need before they ask?

## Delight

- What is the difference between delighting a customer and satisfying them?
- Think about a time when you have been delighted as a customer.
- How can you delight customers in our business?

## Inspire

- What is the difference between serving customers as part of your job and serving with your heart?
- Can someone tell you to serve with your heart? Why or why not?
- To make sure we're willing to do what it takes, we need to make the decision to do what it takes. Are you willing to do what it takes to make a difference at work?

## Becoming a World-class Pickle Giver

- What are the basic expectations of our customers?
- What do they want?
- How can you connect?
- How can you anticipate?
- How can you delight?
- How can you inspire?

## Brainstorming Pickles

Think about your answers and ideas for the above questions. Now, identify pickles you can give away in your business.

---

---

---

## Articles

Customers Have the Last Word: 5 Reasons Customers Leave

<http://www.media-partners.com/articles/customer-service.htm>

Retail Customer Service: 8 Ways to Reduce Customer Stress

<http://www.media-partners.com/articles/retail-customer-service-8-ways-to-reduce-customer-stress.htm>

7 Ways to Keep Your Promises and Build Customer Trust

<http://www.media-partners.com/articles/customer-service-7-ways-to-keep-your-promises-and-build-customer-trust.htm>

Customer Service Commitment: An Experience and an Assessment

<http://www.media-partners.com/articles/an-experience-an-assessment.htm>